INDEX

Business Horizons, Volume VIII (Nos. 1, 2, 3, and 4, 1965)

Subjects

FINANCE

How Institutional Investments in Common Stock Affect the Cost of Capital-1, pp. 69-76

"Unrealized" Appreciation and Private Pension Plans—3, pp. 87-95

GENERAL MANAGEMENT

Why Some Growth Companies Are Faltering-1, pp. 53-58

Buying As A Process (Ideational Items)-1, pp. 59-60

Coordinating Strategic and Operational Planning— 2, pp. 49-55

Counter-Intelligence in Corporate Mergers—4, pp. 47-52

Decline of the Hierarchy in Industrial Organizations, The-3, pp. 71-75

Idea Business, The (Ideational Items)—3, pp. 69-70 Leaders Who Fail Their Companies—2, pp. 79-86

Making Project Management Work-3, pp. 54-68 Managerial Profile, The-2, pp. 37-44

Parable of Management Science, A-3, pp. 83-86 Philosophy of Research for Industry, A-4, pp. 53-64

New Prescription for Old-Fashioned Leadership, A-3, pp. 45-53

Synergistic Effect, The (Ideational Items)-2, pp. 56-58

Too Much Control—Too Little Quality—3, pp. 34-44 Total Cost Approach to Distribution, The—4, pp. 33-46

Trends in Education for Manpower Administration —4, pp. 113-26

INTERNATIONAL BUSINESS

Allocating Costs in International Operations—4, pp. 75-84

Business Investment Negotiations in Developing Countries—4, pp. 97-104

Doing Business in the Developing Countries-3, pp. 25-33

Opportunities for International Market Development-2, pp. 23-30

Is the Kennedy Round a Giant Step Toward Trade Liberalization?—1, pp. 25-34

Perspectives on Asian Development (Profiles)-3, pp. 5-22

MARKETING

Advertising Theory and the Capital Budgeting Model-2, pp. 87-93

Changing Structure of Automotive Retailing, The (Profiles)—4, pp. 5-26

Defense-Aerospace Marketing: a Model for Effective Action-4, pp. 67-74

Inappropriate Uses of the Market Concept-3, pp. 76-82

Industrial Salesman as a Source of Market Information, The-1, pp. 77-82

Innovation in Gasoline Marketing (Profiles)-2, pp. 5-20

New Look at "Old" Advertising Strategy, A-4, pp. 85-96

PERSONNEL

Clinical Method of Managerial Selection, The-1, pp. 83-94

Executive's Compensation and His Career Cycle, The-1, pp. 35-42

PUBLIC POLICY AND ECONOMICS

Businessman's Plea for Government Investment in Education, A-1, pp. 61-68

Economic Projection Designed for Businessmen, An (Profiles)—1, pp. 5-22

How Much Freedom Does Business Really Want?— 2, pp. 73-78

Libermanism Is Not Liberalism-2, pp. 45-48

Positive Program for Antitrust, A-4, pp. 27-32

Program Budgeting: Business Contribution to Government Management—1, pp. 43-52

Unemployment and the Unemployables—2, pp. 59-72

Welfare State, The-2, pp. 31-35

MISCELLANEOUS

Graduate Work As an American Experience—2, pp. 101-9

Integral Revolution and the Fight Against the Fat-1, p. 104-27

Murphy's Laws (Ideational Items)—4, pp. 65-66 Via Cadillae from Kalamazoo to You—3, 105-14

Authors

Allen, Louis A., 2, pp. 79-86

Andersen, Theodore A., 2, pp. 49-55

Boulden, James B., 4, pp. 47-52

Breneman, W. R., 3, pp. 105-14

Buchanan, Dodds I., 4, pp. 85-96

Buck, Vernon C., 3, pp. 34-44

Burke, Maurice O., 1, pp. 83-94

Cady, Edwin H., 2, pp. 101-9; 4, pp. 65-66

Cramer, Joe J., Jr., 3, pp. 87-95

Cummings, Larry L., 4, pp. 113-27

Dake, Leland E., 1, pp. 53-58

Dean, Joel, 4, pp. 27-32

Dixon, Donald F., 2, pp. 5-20

Foote, George H., 1, pp. 35-42

Fox, William M., 2, pp. 59-72

Gilman, Glenn, 2, pp. 37-44

Goldstucker, Jac L., 4, pp. 75-84

Hamilton, Charles A., 2, pp. 23-30

Haner, F. T., 4, pp. 97-104

Headings, Lois, 1, p. 104-27

Kennedy, John J., 4, pp. 67-74

LeKashman, Raymond, 4, pp. 33-46

Lowe, Howard D., 3, pp. 25-33

Margulies, Newton, 3, pp. 83-86

McCammon, Bert C., Jr., 4, pp. 5-26

McGuire, Joseph W., 2, pp. 73-78

Mee, John F., 2, pp. 56-58

Morris, Malcolm L., 4, pp. 5-26

Patterson, James M., 1, pp. 59-60

Raia, Anthony P., 3, pp. 83-86

Read, William H., 3, pp. 71-75

Samuels, Howard J., 1, pp. 61-68

Saunders, Charles B., 3, pp. 76-82

Sauvain, Harry C., 1, pp. 69-76

Saxenian, Hrand, 3, pp. 45-53

Smith, Philip T., 4, pp. 53-64

Steiner, George A., 1, pp. 43-52

Stewart, John M., 3, pp. 54-68

Stolle, John F., 4, pp. 33-46

Tarpey, Lawrence X., 2, pp. 87-93

Thorelli, Hans B., 2, pp. 45-48

Turner, Robert C., 1, pp. 5-22

Webster, Frederick E., Jr., 1, pp. 77-82

Weimer, A. M., 3, pp. 69-70

Wilson, George W., 2, pp. 31-36; 3, pp. 5-22

Wortmann, Herman R., 1, pp. 25-34

